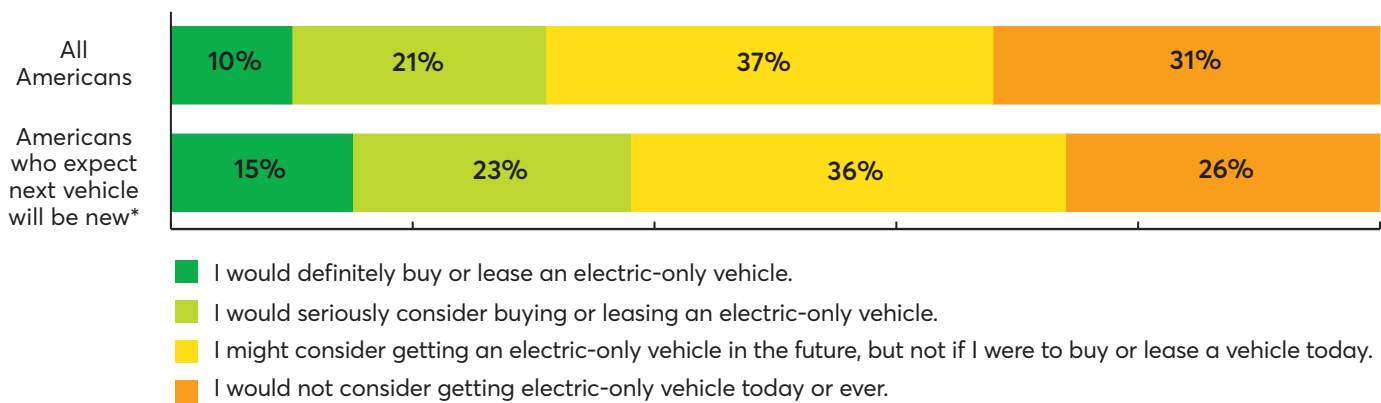


# Limited Consumer Experience Represents a Challenge and Opportunity for Future EV Adoption

## Overall Interest in Purchasing Electric Vehicles is Strong

Nearly one third of Americans would definitely buy or lease an EV or seriously consider it today, and another 37% would consider it in the future. **That means around seven in ten Americans would at least consider getting an EV eventually.** If you look only at people who expect their next vehicle to be new, 38% would at least seriously consider an EV today.



Base: All respondents

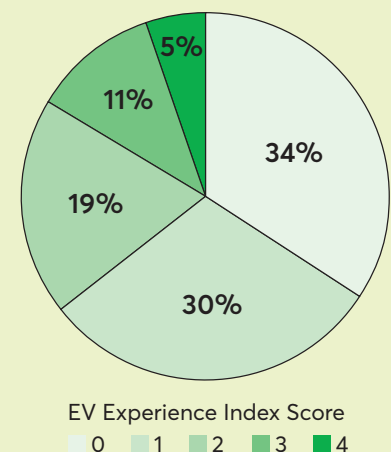
\*New represents 34% of Americans

## Direct Consumer Experience with Electric Vehicles is Low

### EV Experience Index

Consumer Reports created an EV Experience Index based on the four statements below. Respondents received a point for each statement they considered "true," and a final score of 0 to 4 on the index, with 4 indicating the highest level of experience with EVs and 0 indicating no exposure to them.

- In the past month, I have seen an electric-only vehicle in my neighborhood.
- I have a friend, relative, or co-worker who owns an electric-only vehicle.
- In the past 12 months, I have been a passenger in an electric-only vehicle.
- In the past 12 months, I have driven an electric-only vehicle.

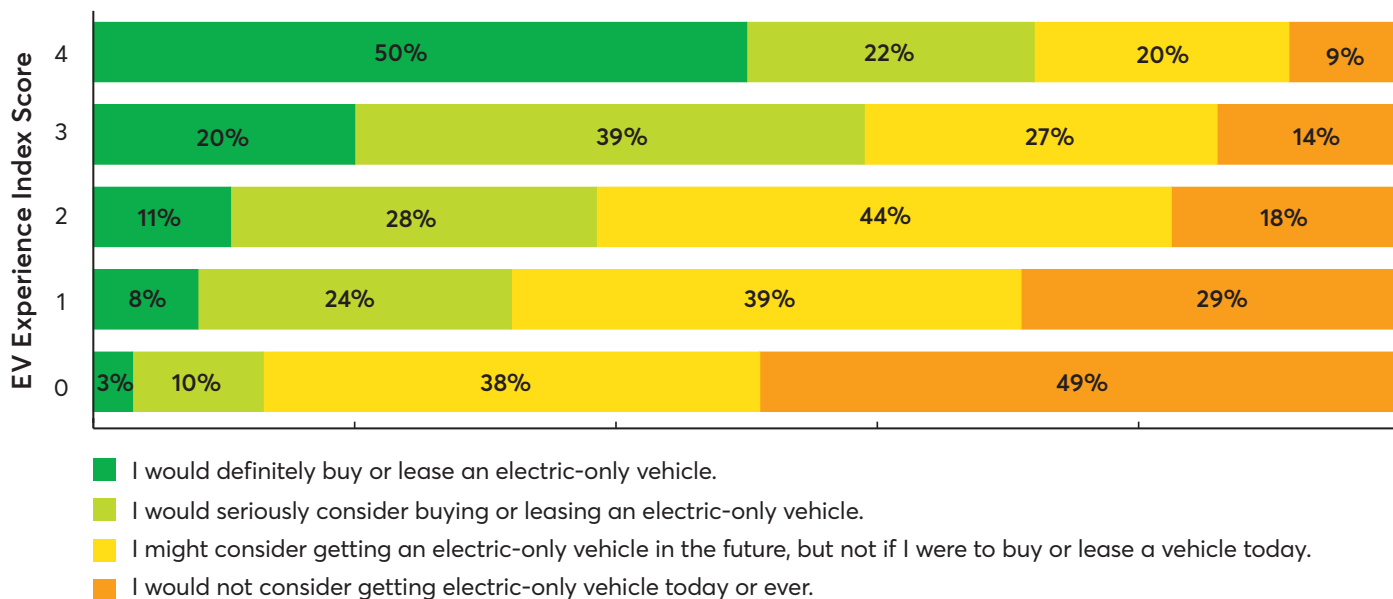


Base: All respondents

- CR's analysis shows that willingness to get an EV increases as EV experience scores increase. This relationship remains statistically significant even when controlling for demographics<sup>1</sup> and EV ownership history.

<sup>1</sup> Includes: gender, age, education, annual household income, race/ethnicity, urbanicity, region, political affiliation, home ownership, and type of home

- Unfortunately the overall low level of EV experience may be holding consumers back from purchasing them. Only 5% of Americans score a 4 on the Experience Index, while 34% of Americans score a 0.
- Experience may also help to explain why analyses of EV sales data tends to show rapid growth in areas where EVs are already popular and commonly seen, and why EV sales tend to lag in areas where EVs are still rare.



Base: All respondents

### Consumer Awareness of EV Purchase Incentives Remains Low

- Four in ten Americans (39%) have not heard about any incentives available for electric-only vehicle owners.
- Only 47% of Americans are aware of tax credits available for the purchase of new EVs.
- Only 19% of Americans are aware of tax credits available for the purchase of used EVs.
- 48% of Americans said that tax rebates at the time of purchase would encourage them to purchase an EV.

### Policy Implications

Results of the survey indicate that programs designed to provide more direct, first-hand experience with electric vehicles have the potential to strongly influence purchase interest, especially in communities where direct experience with EVs is low. What's more, programs designed to increase awareness of EV incentives have the potential to increase the effectiveness of those incentives.

### Source

[Consumer Reports nationally representative survey of 9,030 US adults](#) conducted in June and July, 2023.